

Rambler, Alexis

From: Rambler, Alexis
Sent: Friday, June 11, 2021 1:59 PM
To: Rambler, Alexis
Subject: FW: AARP e: Workshop on Bill Inserts and Notices

From: Cobb, Patrick <PCobb@aarp.org>
Sent: Friday, June 11, 2021 12:53 PM
To: Wilson, Elise <Elise.Wilson@psc.sc.gov>
Cc: brookssmith69@gmail.com; susan.miller@ftr.com; Grube-Lybarker, Carri <clybarker@scconsumer.gov>; Hall, Roger <RHall@scconsumer.gov>; richard@rlwhitt.law; jjeffries@mcquirewoods.com; pia.powers@duke-energy.com; Heather Smith <heather.smith@duke-energy.com>; Katie Brown <katie.brown2@duke-energy.com>; robsmith@mvalaw.com; pfox@burr.com; jbowen@burr.com; fellerbe@robinsongray.com; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; chad.burgess@dominionenergy.com; matthew.gissendanner@dominionenergy.com; rmcpherson@mcquirewoods.com; Samuel Wellborn <swellborn@robinsongray.com>; Parker, Connor <cjparker@scconsumer.gov>; Belton T. Zeigler <belton.zeigler@wbd-us.com>; BREDL@skybest.com; mchase@upstateforever.org; fholleman@selcnc.org; Nelson, Jeff <jnelson@ors.sc.gov>; Bateman, Andrew <abateman@ors.sc.gov>; Huber, Christopher <chuber@ors.sc.gov>; Knowles, Alex <aknowles@ors.sc.gov>; mgibson@niskanencenter.org; Rebekah@hblawyers.com; clarkar@dhec.sc.gov; Mitch Willoughby <mwilloughby@willoughbyhoefer.com>; adantoni@willoughbyhoefer.com; John C. Ruoff <jruoff@theruoffgroup.com>; David Popowski <david@popowskilaw.com>; sberk@scjustice.org; PSC_Contact <Contact@psc.sc.gov>
Subject: [External] Re: Workshop on Bill Inserts and Notices

Glad to offer some tips and tactics

Mediums to consider using:

Postal service snail mail

Newspaper ads in community non dailies

Local radio stations - not owned by conglomerates

Bill inserts from utilities

Church and community bulletins

Online and social media are fine but not all folks have access to high speed internet. Last week on telephone town hall we asked the question do you have high speed internet and 26% said no.

Also in using printed collateral materials use Arial font in at least a 12 point size. No curly or decorative fonts and use black as print color. Spacing should be appropriate to sizing but not block style copy.

I am happy to review any mock ups or concepts.

Thanks
 Patrick

Patrick Cobb | AARP SC
 Associate State Director
 Advocacy | Campaigns

C: 803.261.0304 | O: 803.765.7373

@aarpsc | @patrickcobb

Facebook.com/aarpsc

On Jun 11, 2021, at 11:50 AM, Wilson, Elise <Elise.Wilson@psc.sc.gov> wrote:

Good Morning, Mr. Cobb.

Please see my original email below, which was sent to you during a time when you were out of office.

We look forward to hearing from you.

Thank you.

Elise Wilson
Public Service Commission
State of South Carolina
101 Executive Center Drive
Saluda Building, Suite 100
Columbia, South Carolina 29210
803.896.5100

In accordance with Commission practices and procedures, should you respond to this email, please remember to hit "reply all" so that there is no inadvertent, accidental ex parte communication in this matter, regardless if such procedural communication may be exempt by statute.

From: Wilson, Elise

Sent: Friday, May 28, 2021 12:37 PM

To: pcobb@arp.org

Cc: brookssmith69@gmail.com; susan.miller@ftr.com; Grube-Lybarker, Carri <clybarker@scconsumer.gov>; Hall, Roger <RHall@scconsumer.gov>; richard@rlwhitt.law; jjeffries@mcquirewoods.com; pia.powers@duke-energy.com; Heather Smith <heather.smith@duke-energy.com>; Heather Smith <heather.smith@duke-energy.com>; Katie Brown <katie.brown2@duke-energy.com>; Katie Brown <katie.brown2@duke-energy.com>; robsmith@mvalaw.com; pfox@burr.com; jbowen@burr.com; fellerbe@robinsongray.com; fellerbe@robinsongray.com; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; chad.burgess@dominionenergy.com; matthew.gissendanner@dominionenergy.com; rmcpherson@mcquirewoods.com; jbowen@burr.com; pfox@burr.com; Samuel Wellborn <swellborn@robinsongray.com>; fellerbe@robinsongray.com; richard@rlwhitt.law; Parker, Connor <cjparker@scconsumer.gov>; Belton T. Zeigler <belton.zeigler@wbd-us.com>; BREDL@skybest.com; mchase@upstateforever.org; fholleman@selcnc.org; Nelson, Jeff <jnelson@ors.sc.gov>; Bateman, Andrew <abateman@ors.sc.gov>; Huber, Christopher <chuber@ors.sc.gov>; Knowles, Alex <aknowles@ors.sc.gov>; mgibson@niskanencenter.org; Rebekah@hblawyers.com; Samuel Wellborn <swellborn@robinsongray.com>; Samuel Wellborn <swellborn@robinsongray.com>;

clarkar@dhec.sc.gov; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; Charles L. A. Terreni <charles.terreni@terrenilaw.com>; Mitch Willoughby <mwilloughby@willoughbyhoefer.com>; adantoni@willoughbyhoefer.com; jruoff@theruoffgroup.com; David Popowski <david@popowskilaw.com>; sberk@scjustice.org
Subject: Workshop on Bill Inserts and Notices

Good Afternoon, Mr. Cobb.

Dr. John Ruoff participated in our bill inserts and notices workshop today. He suggested we contact you regarding communicating topics to your stakeholders. Would you share your opinion on the more effective mediums to communicate, whether it be social media, radio, etc.

We will be most appreciative of your response. Please reply all to this email in an effort to maintain transparency.

Thank you.

Elise Wilson
 Public Service Commission
 State of South Carolina
 101 Executive Center Drive
 Saluda Building, Suite 100
 Columbia, South Carolina 29210
 803.896.5100

In accordance with Commission practices and procedures, should you respond to this email, please remember to hit "reply all" so that there is no inadvertent, accidental ex parte communication in this matter, regardless if such procedural communication may be exempt by statute.